

ABSTRACT

A correspondence system featuring a single, unitary card that includes a greeting card and a reply postcard that is detachably connected to the greeting card. The correspondence system further features an envelope into which the card may be inserted for mailing by a sender to a recipient. The reply postcard is detachable from the greeting card at a line of separation that may include perforations. The reply postcard includes a card promoter's preprinted address so that the recipient may enter the recipient's personal information or request to enter into a promotional contest sponsored by the card promoter. After entering the information requested by the card promoter onto the reply postcard, the recipient returns the completed reply postcard to the card promoter. The card promoter uses the recipient's personal information to direct advertisements of the card promoter's products or services to the recipient.

WPB:385230:2

16